

Swimming Saves Lives Board of Trustees Meeting

Conference Call

Committee Name:	Swimming Saves Lives Foundation		
Committee Chair:	Jay Definis	Vice Chair:	Brandon Franklin
Minutes recorded by:	Debbie Malafsky	Meeting Date/time:	11/30/17

MOTIONS PASSED:

1. *To recommend to the USMS Board of Directors that funds totaling up to \$142,503.50 be made available to cover Grant recommendations for the 2017-2018 grant cycle and that all amounts above the initial recommendation of \$107,689.45 must have been donated specifically to support programs that are part of the 2017/18 Grant Application Cycle.*

Number of committee members present: 12 Absent: 3

Committee members present: Jay Definis, Chair; Brandon Franklin, Vice Chair; Bill Meier; Nancy Rideout; Maria Elias-Williams; Patty Miller; Nadine Day; Homer Lane; Debbie Malafsky; Susan Ehringer; Mark Johnston; Lisa Ward; Holly Neumann (Ex-officio); Dawson Hughes (USMS)

Committee Members Absent: Michael Hamm; Ted Haartz; Tom Holberg; Kristine Henry

MINUTES

The meeting was called to order at 7:00pm EST by Chair, Jay Definis.

Jay Definis opened the meeting by thanking everyone for joining the call. He also thanked Holly Neumann for her outstanding service to the Swimming Saves Lives initiative.

2017 ACCOMPLISHMENTS:

Jay Definis asked Brandon Franklin to take the Committee through the accomplishments of SSLF in 2017. Items highlighted included the following:

- A. Established a formal budget for the Foundation, starting with the 2018 Calendar Year. Brandon stated there are three components to the budget: 1) Events, 2) ALTS Courses in underserved areas, and 3) Program Expenses.
- B. Established a guideline regarding Program Expenses. The guideline allows for up to 15% of annual donations to be utilized for program expenses related to the grants, with the remaining 85% being available for Grants.
- C. Established a guideline to increase reserves for the Foundation. The guideline allows for up to 10% of annual donations to be placed into the SSLF Investment account for utilization at a future date.
- D. As part of the 2017/2018 Grant Cycle, SSLF will be issuing the largest dollar amount for Grants in its history. The total amount is still being in flux due to additional donations coming in from the LMSC's, but the amount would not be less than \$119,416 and could be as high as \$142,502.50.

2018 FITNESS SERIES AND THE 30 MINUTE CHALLENGE SWIM

Holly Neumann and Dawson Hughes discussed the upcoming fitness series, with specific emphasis on the 30 Minute Swim in February.

Dawson Hughes discussed the details of the 30 Minute Swim and how USMS is marketing it. He stated the cost to participate is modest, will raise money for SSLF and that the Committee can help promote this event by contacting their LMSCs, clubs and coaches as well as coordinating with the Fitness and Coaches' committees. He also went over the awards incentives for Club participation.

Holly Neumann went through where the available materials was located ([main WFC page](#) and [Fitness Challenge Series](#)) page and stated she would send out some details following the meeting.

2017/2018 GRANT CYCLE STATUS

Holly gave a status update on the communication of Grants to the selected programs and the feedback she was receiving, all of which was positive.

Brandon stated that the Committee had previously passed a motion to recommend to the USMS Board of Directors that \$107,689 be made available to Programs for the 2017/2018 Grant Cycle. Subsequent to the passing of that motion, an additional \$11,726.85 had been donated specifically to the 2017/2018 Grant Cycle with another \$23,087.50 still under consideration for a possible increase of \$34,814.35.

After some discussion, Brandon Franklin put the following motion forward:

To recommend to the USMS Board of Directors that funds totaling up to \$142,503.50 be made available to cover Grant recommendations for the 2017-2018 grant cycle. Further, all amounts above the initial recommendation of \$107,689.45 must have been donated specifically to support programs that are part of the 2017/18 Grant Application Cycle.

Nadine Day seconded the motion. The Motion passed 11-1.

MISSION AND VISION STATEMENT

The mission and vision statements for the Foundation were discussed at some length. It was determined a sub-committee would be formed to work on the language and report back to the broader committee with their ideas.

KEY PRIORITIES

Jay Definis discussed the key priorities for the coming year, which include the following:

- A. Support the fitness initiative with emphasis on the 30 Minute Fitness Swim
- B. Support the April is Adult Learn-To-Swim Month initiative
- C. Increase our fundraising opportunities

Jay stated we would be reaching out to discuss appropriate meeting times during the year.

The meeting was adjourned at 8:04PM
